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CENTRAL FAX CENTERAppln. No. 09/811,724
Information Disclosure Statement
Dated October 18, 2006

OCT 18 2006

cAttorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES

Art Unit : 2143

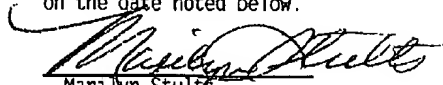
Examiner : Alina A. Boutah

Confirm. No.: 9510

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CERTIFICATE OF FACSIMILE
TRANSMISSION
TO NO. 571-273-8300

TOTAL PAGES: 27

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Commissioner for
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on the date noted below.
Marilyn StultsDated: October 18, 2006In the event that this Paper
is late filed, and the
necessary petition for
extension of time is not filed
concurrently herewith, please
consider this as a Petition
for the requisite extension of
time, and to the extent not
tendered by check attached
hereto, authorization to
charge the extension fee to
Account No. 06-1378.**INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR 1.97(c) AND FEE**Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

S I R :

Submitted herewith are:

- (1) Copy of a Chinese Office Action mailed May 9, 2003
issued by the Chinese Patent Office in a counterpart
Chinese application and English translation thereof;
- (2) Copy of Rejection Decision dated November 7, 2003
issued by the Chinese Patent Office and English
translation thereof;

10/18/2006 TL0111 00000041 09811724

01 FC:1006

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- (3) Copy of Reexamination Notification dated September 14, 2005 issued from the Chinese Patent Office and English translation thereof;
- (4) Copy of Second Notice of Reexamination dated July 4, 2006 issued by the Chinese Patent Office and English translation thereof;
- (5) Form PTO/SB/08B. It is requested that an initialed copy of the Form PTO/SB/08B be returned to indicate that the publications listed therein have been considered and made of record; and
- (6) A Credit Card Authorization Form (Form PTO-2038) to cover the Patent Office fee of \$180.00 as set forth under 37 CFR 1.17(p) for filing an IDS at this stage of prosecution (after issuance of an Office Action). Authorization is given to charge any additional fees which may be required, or to credit any overpayment, to Deposit Account No. 06-1378.

Each of the cited publications is considered relevant or material to the patentability of the present invention in view of the issuance thereof by the Chinese Patent Office and for the reasons stated therein.

English translations of all of the listed communications from the Chinese Patent Office are enclosed, thereby satisfying

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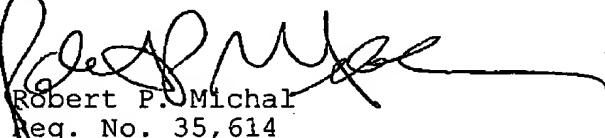
the requirements for a concise explanation of relevance.

According to MPEP 609A(3), if an English translation of a foreign language Office Action is provided, a concise explanation of pertinency of the cited art can be omitted.

It is respectfully requested that the attached publications be considered and made of record.

It is respectfully requested that an initialed copy of the Form PTO/SB/08B be returned to indicate that the publications listed therein have been considered and made of record.

Respectfully submitted,



Robert P. Michal
Reg. No. 35,614

Dated: October 18, 2006

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PTO/SB/08B (08-00)

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Substitute for Form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/811,724
				Filing Date	March 19, 2001
				First Named Inventor	M. INOUE et al.
				Group Art Unit	2143
				Examiner Name	Alina A. Boutah
Sheet	1	of	1	Attorney Docket Number	01145/LH
OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS					
Examiner Initials ¹	Cite No. ¹	Include name of author (in CAPITAL LETTERS), title of article, title of item, date, page(s), volume-issue number(s), publisher, city and/or country where published			T ²
		Chinese Office Action dated May 9, 2003 in counterpart Chinese Application with English language translation.			X
		Rejection Decision dated November 7, 2003 in counterpart Chinese Application with English language translation.			X
		Reexamination Notification from Chinese Patent Office dated September 14, 2005 and English language translation.			X
		Second Notification of Reexamination from Chinese Patent Office dated July 4, 2006 with English language translation.			X
Examiner Signature				Date Considered	

* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Place a check here if English translation is attached.

DATE MAILED: October 18, 2006